

**A STUDY ON PROMOTIONAL STRATEGIES OF KSDL AND ITS IMPACT ON BRAND LOYALTY AND CONSUMER BUYING BEHAVIOUR**

Mr Shoaib Pasha M,

Dr. S. Gokula Krishnan,

PG RESEARCH Scholar, Department of Management Studies, Global Academy Of  
echnology, Bengaluru-560098

Proffessor, Department Of Management Studies, Global Academy Of Technology -560098

**INTRODUCTION**

Karnataka Soaps and Detergents Limited (KSDL) is a renowned government-owned company based in Bengaluru, Karnataka, India. With a rich history dating back to its establishment in 1916, KSDL has become an iconic brand in the Indian soap and detergent industry. The company has made significant contributions to the manufacturing of high-quality products, with a particular focus on sandalwood-based soaps, detergents, and personal care items. This comprehensive introduction aims to explore the history, products, manufacturing processes, and the impact of KSDL on the economy and cultural heritage of Karnataka. The degree to which consumers can recall or recognise a brand under various circumstances is known as brand awareness. The associative network memory model of brand knowledge has two aspects one of which is brand awareness, Consumer behavior, advertising strategy, and brand management all heavily rely on brand awareness. The choice to buy something is mostly based on the consumer's capacity to recognize or recall a brand. Consumers must first be aware of a product category and a brand within it in order to proceed with a purchase. In order to make a purchase, a buyer must be able to recall enough distinctive qualities, which does not necessarily mean that they must be able to recollect a specific brand name. The first stage in promoting a new product or service is raising brand recognition. How well consumers can recognize a brand under varied circumstances is a key indicator of brand awareness since it relates to the functions of brand identities in customers' memories. The consumer's decision-making process while making a purchase is significantly influenced by brand awareness. Brand success may be predicted by high brand awareness. The associations a brand has with itself, such as how customers perceive the brand and how they rate it, help to increase brand recognition. As a result, businesses concentrate on raising customer satisfaction and spend money on advertising to draw in more customers. A brand's market performance can be largely predicted by its brand awareness. In order to compete for consumers' awareness and attention in a market that is more globalized, A promotional strategy is a tool marketers use to raise brand awareness and increase sales for a business. Brand awareness is a consumer's ability to recall a brand when they're thinking about purchasing to solve their challenges. If a consumer can recall a company, the brand may have good brand awareness and strong promotional strategies combined with reliable products or services. There are many different types of promotional strategies, but the key elements of a successful plan remain consistent and include in earlier the Mysore Sandle gained huge responses by his promotional. Every imaginable medium was used to promote the soaps, including tram tickets, matchboxes, and billboards. The brand gained popularity through camel and elephant parades. Newspapers like the Hindu and Pioneer published print advertisements. Queen Victoria was also given a gift set, which she appreciated. The news was widely reported in the media. Traveling salespeople were hired to help advertise the soap across the nation. Even abroad, agents were hired. This Swadeshi firm utilised textbook marketing tactics in numerous ways. Brand loyalty in marketing refers to a customer's positive attitudes towards a brand and their commitment to regularly using its goods and/or services, regardless of flaws, actions by a rival, or environmental changes. It can also be shown through other actions, including good word-of-mouth promotion. Corporate brand loyalty occurs when a customer consistently and unwaveringly chooses to purchase goods from one manufacturer over other vendors. It is important to distinguish between loyalty, which demands dedication, and habit, which involves less emotional connection and common

## REVIEW OF LITERATURE

□ **A Study of Brand Awareness and Customer Satisfaction (PROF. (DR.) ANKUR KUMAR RASTOGI) NOVEMBER 2018:** It's true that one of modern advertising's main goals is to increase brand awareness. the "me too" brand universe. The idea of "jo dikhta hai wohi bikta hai" was established in this insane world of dream merchants. Advertising serves as a conduit for communication between the buyer and the vendor.

□ It actively seeks to persuade people to act by an overt appeal to reason or emotion rather than merely providing information about the goods and services. In other words, advertising goes beyond simply conveying information from a vendor to a customer and also influences and persuades people to take certain actions or hold certain beliefs. Since it is a crucial component of the promotion mix, advertising.

### □ RURAL CONSUMER BUYING BEHAVIOUR AND BRAND AWARENESS

**OF DURABLE PRODUCTS(Dr. Seema Laddha) JAN-DEC 2015:** Long-term growth in the Indian consumer durables market is being supported by by advantageous consumer demographics, general expansion in the services and industrial sectors, improvement of the infrastructure, etc. A large portion of the growing demand is coming from suburban and Rural areas as a result of rising disposable income, technological advancements, shifting government policies for rural development, etc. To take advantage of this potential, a number of Indian and MNC businesses are seeking to increase their presence in rural India. The first- time buyer market, not the replacement market, drives demand in rural areas. This study, which is based on a primary field survey, intends to analyse rural consumers' purchasing patterns in order to forecast demand. Field surveys were used to gather primary data using a structured questionnaire that covered

□ **An Analysis Study of Improving Brand Awareness and Its Impact on Consumer Behavior Via Media in North Cyprus (A Case Study of Fast Food Restaurants) (Asaad Ali Karam, Serdar Saydam) JANUARY 2015:** Brand awareness has developed into a significant factor that affects how customers perceive a brand. Success in brand management results from a knowledge of and careful management of brand loyalty and image in order to develop powerful traits that will influence consumers when they make decisions. This study focuses on the significance of four aspects of customer-built brand equity (brand awareness, brand loyalty, brand image, and consumer behaviour) in light of consumers' impressions of a brand. This is founded on the premise that all of these customer-driven brand image and loyalty factors will affect how consumers perceive the company. However, the goal of this study is to identify which of these three factors (customer behaviour, brand loyalty, and brand image) appears to have the smallest amount of brand equity in restaurants.

□ **Product Quality and Consumer Brand Loyalty: A Study of Manufacturing Firms(Nwiepe, Naata Michael & Grend, Miebaka David)2019:** The main purpose of the study was to establish the key factors that influence brand loyalty. In today's competitive business environments, consumers are exposed to a large number of brand choice alternatives. Managers and marketers are battling to keep their brand loyal customer loyal and trying to avoid competitors from grabbing of these customers. There are various factors that impede customers to become loyal to either company or brand that they are using. It is the facts that maintaining customer loyalty towards certain brand is not an easy task but marketers are hying their best to increase or at least maintain brand loyalty. As such, this study intended to examine the factors that could possibly affect consumer brand loyalty. The self-administered questionnaires were distributed among 80 respondents. The results revealed that product involvement, perceived quality and brand trust are the major factors that affect consumer brand loyalty. Based on the findings of the study, the research made recommendations as follows; Companies should put more focus on retaining customers which will make the customers loyal for their brand and thus they will also help in promotion through word of mouth as found in this survey majority of the respondents who are satisfied with the brand recommend that brand to others, etc

□ **A STUDY ON CONSUMER BRAND AWARENESS OF FAST-MOVING CONSUMER GOODS (FMCG) IN COIMBATORE CITY(G. Indhumathi and Dr. S. Karthikeyan)DECEMBER 2022:**

The primary emphasis of this study is Coimbatore city's Fast Moving Consumer Goods (FMCG) consumers' brand awareness. Because consumers consume the products, the fast-moving consumer goods (FMCG) industry is essential and dominating to a thriving economy. constantly throughout a certain period of time. This sector's development or decline significantly affects a nation's economy. The major goal of this study is to identify the variables that affect Coimbatore consumers' brand awareness of fast-moving consumer goods (FMCG).

□ **Promotional Strategies:** Analyze the various promotional strategies used by KSDL, such as advertising, sales promotions, public relations, personal selling, and direct marketing. Investigate the specific marketing channels and platforms utilized by KSDL for promotion, including traditional media (television, radio, print) as well as digital channels (websites, social media, email marketing). Explore the frequency, duration, and intensity of promotional activities carried out by KSDL.

□ **Brand Loyalty:** Assess the level of brand loyalty among consumers towards KSDL products. Examine the factors influencing brand loyalty, such as product quality, brand reputation, customer satisfaction, and perceived value. Investigate the role of promotional strategies in enhancing brand loyalty among KSDL consumers.

□ **Consumer Buying Behavior:** Study the buying behavior of consumers in relation to KSDL products. Investigate the factors influencing consumer buying decisions, including price, quality, brand image, promotions, and personal preferences. Analyze how promotional strategies employed by KSDL affect consumer buying behavior, such as increasing purchase intention, influencing brand choice, or stimulating impulse purchases.

**RESEARCH GAP:**

In today's highly competitive soap and detergent market, effective promotional strategies are crucial for companies like Karnataka Soap and Detergents Limited (KSDL) to differentiate their brand, To build strong brand loyalty, and influence consumer buying behavior. However, there is a dearth of research examining the specific promotional strategies employed by KSDL and their impact on brand loyalty and consumer buying behavior. Therefore, this study aims to investigate the promotional strategies implemented by KSDL and assess their effectiveness in terms of their impact on brand loyalty and consumer buying behavior. By understanding the relationship between promotional strategies, brand loyalty, and consumer buying behavior, this research will provide valuable insights for KSDL to enhance their promotional efforts and optimize their marketing strategies to gain a competitive edge in the market.

**OBJECTIVES OF THE STUDY**

To assess the level of brand loyalty among consumers towards KSDL products.

To investigate the influence of promotional strategies on consumer buying behavior in relation to KSDL products

To evaluate the effectiveness of different promotional strategies used by KSDL in terms of their impact on brand loyalty and consumer buying behavior

**HYPOTHESIS TEST:**

**HYPOTHESIS 1**

**H0:** There is no significant relationship between brand loyalty and consumer buying behaviour

**H1:** There is significant relationship between brand loyalty and consumer buying behaviour

**DATA ANALYSIS AND INTERPRETATION**

**Frequencies**

**Statistics**

		Age	Gender	What is your highest level of education
N	Valid	110	108	109
	Missing	0	2	1
Percentiles	25	1.00	1.00	2.00
	50	2.00	1.00	3.00
	75	3.00	2.00	3.00

**Age**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18 to 24	39	35.5	35.5	35.5
25 to 34	35	31.8	31.8	67.3
35 to 44	22	20.0	20.0	87.3
45 Above	14	12.7	12.7	100.0
Total	110	100.0	100.0	

**Source: {Primary Data}**

**Gender**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	78	70.9	72.2	72.2
Female	30	27.3	27.8	100.0
Total	108	98.2	100.0	
Missing System	2	1.8		
Total	110	100.0		

**Source: {Primary Data}**

**REGRESSION ANALYSIS**

SUMMARY OUTPUT

Regression Statistics

Multiple R	0.593419
R Square	0.352146
Adjusted R Square	0.346147
Standard Error	0.850872

Observation

s 110

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	42.50077	42.5007	58.7041	8.39E-12
Residual	108	78.19014	0.72398		
Total	109	120.6909			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	1.898621	0.249835	7.59949	1.15E-11	1.403405	2.39383	1.40340	2.39383
X Variable 1	0.497879	0.064981	7.66186	8.39E-12	0.369075	0.62668	0.36907	0.62668

**INTERPRETATION:**

The regression analysis summary output provides information about the relationship between the dependent variable and the independent variable(s) in a linear regression model. Here is the interpretation of the given summary output:

Regression Statistics: Multiple R: The multiple correlation coefficient is 0.5934, indicating a moderate positive correlation between the independent variable(s) and the dependent variable.

R Square: The coefficient of determination is 0.3521, meaning that approximately 35.21% of the variation in the dependent variable can be explained by the independent variable(s).

Adjusted R Square: The adjusted R square value is 0.3461, which considers the number of predictors and sample size. It adjusts the R square value accordingly.

Standard Error: The standard error is 0.8509, representing the average difference between the observed and predicted values. It indicates the accuracy of the regression model in predicting the dependent variable.

Observations: The number of observations in the dataset is ANOVA (Analysis of Variance):

The ANOVA table shows the breakdown of the sources of variation in the regression model. Regression: The regression sum of squares (SS) is 42.5008, indicating the total sum of squares explained by the regression model.

Residual: The residual sum of squares (SS) is 78.1901, representing the unexplained variation in the dependent variable.

Total: The total sum of squares (SS) is 120.6909, which is the sum of the regression and residual sum of squares.

Coefficients:

The coefficients table provides information about the intercept and the coefficients of the independent variable(s).

Intercept: The intercept coefficient is 1.8986. It represents the estimated value of the dependent variable when all independent variables are zero.

X Variable 1: The coefficient for X Variable 1 is 0.4979. It indicates that for every one-unit increase in X Variable 1, the dependent variable is expected to increase by 0.4979 units.

Standard Error, t Stat, and P-value:

Standard Error: The standard error for the intercept is 0.2498, and for X Variable 1, it is 0.0650. These values represent the precision of the estimated coefficients.

t Stat: The t statistic measures the significance of each coefficient. In this case, both the intercept and X Variable 1 have t statistics greater than 1.96, indicating statistical significance.

P-value: The p-value associated with each coefficient represents the probability of observing a coefficient as extreme as the one estimated, assuming the null hypothesis that the coefficient is zero. In this analysis, both the intercept and X Variable 1 have p-values close to zero, indicating that they are statistically significant.

Confidence Interval:

Lower 95% and Upper 95%: These values represent the lower and upper bounds of the 95% confidence interval for each coefficient. It provides a range within which the true population value is likely to fall with a 95% confidence level.

In summary, the regression analysis suggests that there is a significant positive relationship between the independent variable (X Variable 1) and the dependent variable. The intercept term is also statistically significant.

## **FINDINGS**

- The majority of respondents have a positive perception of Mysore Sandal (KSDL) products, with a significant proportion agreeing or strongly agreeing that it is their first choice, they are loyal to the brand, and they would recommend it to others.
- A significant portion of respondents recognize the importance of customer feedback and believe that it contributes to the improvement of KSDL products. This indicates that customer feedback plays a crucial role in shaping the brand's offerings.
- :The majority of respondents agree or strongly agree that brand recognition is important in market competition, highlighting the significance of establishing a strong brand presence for KSDL.
- : A considerable number of respondents agree or strongly agree that social media plays a role in building and maintaining a brand reputation. This emphasizes the importance of leveraging social media platforms for brand promotion and engagement.
- A significant portion of respondents express loyalty to the Mysore Sandal brand, indicating a willingness to continue purchasing even if the price increases. This suggests that brand loyalty outweighs price sensitivity for these consumers.
- : Respondents show a tendency to research information from various sources, compare alternatives, and select the best product or brand. This indicates that they are actively involved in the decision-making process and seek informed choices.

## **LIMITATIONS OF THE STUDY:**

\*Time Restrictions Studies are sometimes completed in a short amount of time, which may limit the amount of data collected or hinder a longitudinal analysis of the phenomenon. The capacity to record changes in variables over longer time periods may be constrained by time restrictions as well.

\*Due to hectic work schedule at the organization the staff haven't responded as was expected to the research report

## **SUGGESTIONS**

Customer Feedback and Response: Since a significant portion of respondents agree or strongly agree that customer feedback and response from Mysore Sandal products can lead to improvement in KSDL products, it is essential to prioritize gathering and analyzing customer feedback.

Implement feedback mechanisms such as surveys, reviews, and social media monitoring to understand customer preferences and areas for improvement. Brand Recognition: The majority of respondents either agree or strongly agree that brand recognition of KSDL is important in market competition. To enhance brand recognition, invest in effective marketing strategies such as advertising campaigns, brand partnerships, social media presence, and collaborations with influencers or celebrities. Continuously monitor brand perception and adjust strategies accordingly.

Social Media and Brand Reputation: A significant number of respondents agree or strongly agree that social media plays a crucial role in building and maintaining a brand reputation. Focus on maintaining an active presence on social media platforms, engaging with customers, addressing concerns or complaints promptly, and leveraging positive user-generated content. Implement a comprehensive social media strategy to create a positive brand image.

Future Purchase Intent: With a high percentage of respondents agreeing or strongly agreeing that they would consider buying Mysore Sandal products in the future and recommend the brand to others, it is important to maintain product quality and customer satisfaction. Continuously improve product offerings, provide exceptional customer service, and incentivize customer loyalty to strengthen the brand's appeal and retain loyal customers.

Price Sensitivity: Considering that a significant number of respondents agree or strongly agree that they would still purchase the brand's products even if the price increased, it is crucial to maintain the perceived value of the products. Communicate the unique features, benefits, and quality of the products to justify the price increase and reinforce the brand's value proposition.

Competitive Analysis: Since a significant number of respondents agree or strongly agree that they compare and evaluate alternatives before making a purchase, it is important to monitor and analyze your competitors. Conduct regular competitive analysis to understand their offerings, pricing, marketing strategies, and customer perceptions. Differentiate your brand by emphasizing unique selling points and addressing gaps in the market.

## CONCLUSION

In summary, the study looked into KSDL's promotional tactics and how they affected consumer purchasing decisions and brand loyalty. The following discoveries and deductions can be made in light of the information gathered and examined. According to the research, KSDL's promotional tactics have a substantial influence on consumer brand loyalty and purchasing patterns. The majority of respondents acknowledged KSDL's marketing initiatives, indicating that the company's tactics are successful in raising brand awareness and luring clients. According to the study, promotional tactics and brand loyalty are positively correlated. Customers who were exposed to KSDL's marketing initiatives showed a higher level of brand loyalty. This indicates that effectively managed promotional tactics lead to increased brand loyalty. The research's conclusions highlight respondents' favourable perceptions of and brand loyalty to Mysore Sandal (KSDL) goods. The majority of participants indicated brand loyalty, thought Mysore Sandal items were the best, and were willing to tell others about the company. These results show a strong brand presence and happy customers. The responders emphasised the significance of customer input and its role in enhancing KSDL goods. This displays the brand's dedication to satisfying customer preferences and wants. Additionally, it was determined that brand recognition was important in the market competitiveness, highlighting the necessity of ongoing efforts to create and keep a strong brand presence. The importance of social media in establishing and sustaining a brand's reputation was acknowledged. Utilising social networking sites.

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